



FOR IMMEDIATE RELEASE

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Iowa CareGivers Association 2007 Annual Conference
2007 ICA CAMP (Care About My Profession)

On September 10 and 11, 2007, the Iowa CareGivers Association will hold its annual educational conference for direct care workers at the Sheraton Hotel in West Des Moines. This year's conference theme is *2007 ICA CAMP (Care About My Profession)*. Keynote programs and workshop sessions are designed to offer tools to enhance caregiving skills and to "rekindle the fire" and passion for work in the direct care profession.

This two-day educational event is especially targeted to Certified Nurse Assistants (CNAs), Home Health Aides, Patient Care Technicians, Personal Assistants, Family Caregivers and other Direct Care Workers caring in hospitals, nursing homes, assisted living, residential, hospice and other care settings.

Featured keynotes include "Total Loving Care" by Rob Bell and "It's Laughter, We're After" by Jenny Herrick. A variety of general sessions and workshops will be offered throughout the conference with topics like: music therapy, bowel health, dementia specific activities, oral health care, aromatherapy, mental health, family perspectives and many more. Not only will attendees experience personal and professional growth through educational activities, but there will also be opportunities to network with peers and learn about caregiving resources.

A reception and awards ceremony will be held at the end of the day on September 10 to recognize the contributions that direct care workers and others make to the quality of health and long term care in Iowa. These dedicated caregivers deliver about 80% of the hands-on care in a variety of settings and are on the front line in providing daily care to our loved ones.

Scholarships are available for direct care workers to attend this educational conference. For more information about the conference, scholarship applications, exhibitor information and ICA please visit our website at www.iowacaregivers.org or call 515-241-8697.

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The Iowa CareGivers Association (ICA) is a non-profit, independent, professional association for Certified Nurse Aides, Home Care Aides, and other direct care workers. ICA partners with workers, providers, consumers, consumer advocates, policymakers, labor, educators and others committed to enhancing the quality and availability of care in Iowa. Mission: Enhancing the quality of care by providing education, recognition, advocacy, and research in support of direct care workers.